



WTIC-TV

## ORDER

Print Date 10/30/12

Page 1 of 4

Flight Dates 10/29/12-11/06/12

Contract / Revision 385241 - 2

Original Date / Revision  
10/30/12 10/30/12

Advertiser Courtney/D/2nd District/Con

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030Primary Account Executive  
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product

CONGRESS 2nd DISTRIC

Agency Com 15%

Billing Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11825

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Order Share 12% Market Value 185291

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	38%	70410
4WVIT	30%	55587
5WTNH	20%	37058
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	54	\$18,899.75	\$22,235.00	0.00	10/29/12	11/06/12	54	\$18,899.75	\$22,235.00
Totals	54	\$18,899.75	\$22,235.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/29/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	11111--	:30	5	\$140.00	03	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$140.00		0.00			
2	61	11/05/12	11/06/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	11-----	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$140.00		0.00			
E 3	61	10/29/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	11111--	:30	5	\$160.00	03	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$160.00		0.00			
4	61	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	11-----	:30	2	\$160.00	03	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$160.00		0.00			
E 5	61	10/29/12	11/02/12		CM	8a-9a	11111--	:30	5	\$75.00	03	0.00	NM	5	\$375.00



WTIC-TV

Print Date: 10/30/12

Page 2 of 4

Contract / Revision **385241 - 2** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Courtney/D/2nd District/Co** Product **CONGRESS 2nd DISTRICT** Estimate # **11825**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 8a-9a M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$75.00		0.00			
6	61	11/05/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	11-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$75.00		0.00			
E 7	61	10/31/12	10/31/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	--1----	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$50.00		0.00			
E 8	61	10/30/12	11/01/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	-1-1---	:30	2	\$50.00	03	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---					2	\$50.00		0.00			
9	61	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$50.00		0.00			
10	61	11/02/12	11/02/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	----1--	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$75.00		0.00			
E 11	61	10/29/12	10/31/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-1----	:30	2	\$225.00	03	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1----					2	\$225.00		0.00			
E 12	61	10/30/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-1--1--	:30	2	\$225.00	03	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1--1--					2	\$225.00		0.00			
E 13	61	10/29/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	11111--	:30	5	\$225.00	01	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$225.00		0.00			
14	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$225.00	01	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$225.00		0.00			
E 15	61	10/29/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-1-1--	:30	3	\$300.00	03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1-1--					3	\$300.00		0.00			
E 16	61	10/30/12	11/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-1-1---	:30	2	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---					2	\$400.00		0.00			
17	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			



WTIC-TV

Print Date: 10/30/12

Page 3 of 4

Contract / Revision **385241 - 2** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Courtney/D/2nd District/Co** Product **CONGRESS 2nd DISTRIC** Estimate # **11825**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
17	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00		
18	61	11/05/12	11/05/12	Mon Prime A Bones	CM	8p-9p	1-----	:30	1	\$2,000.00	03	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00		
E 19	61	10/30/12	10/30/12	Tue Prime A Raising Hope/Ben & Kate	CM	8p-9p	- 1-----	:30	1	\$2,000.00	03	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1-----					1	\$2,000.00		0.00		
E 20	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-11p	- 1-- 1--	:30	2	\$1,400.00	01	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1-- 1--					2	\$1,400.00		0.00		
21	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$1,400.00		0.00		
E 22	61	10/30/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1-- 1--	:30	2	\$375.00	01	0.00 NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1-- 1--					2	\$375.00		0.00		
23	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$375.00		0.00		
24	61	11/04/12	11/04/12	Su 10p-11p Su 10p-11p	CM	10p-11p	----- 1	:30	1	\$1,200.00	01	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----- 1					1	\$1,200.00		0.00		
25	61	11/04/12	11/04/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	----- 1	:30	1	\$375.00	01	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----- 1					1	\$375.00		0.00		
26	61	11/05/12	11/05/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00 NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$85.00		0.00		
E 27	61	10/29/12	10/29/12	World Series on FOX World Series Game #5	CM	730p-11p	1-----	:30	1	\$5,000.00	03	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$5,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	61	10/29/12-11/04/12		World Series on FOX		730p-11p	M-----	:30		<del>(\$5,000.00)</del>		0.00 NM		
Credited														
N 28	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1---	:30	1	\$4,000.00	01	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 1---					1	\$4,000.00		0.00		



WTIC-TV

Print Date: 10/30/12

Page 4 of 4

Contract / Revision     **385241 - 2**   Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision   10/30/12/   10/30/12

Order Sep   00:15:00

Advertiser   **Courtney/D/2nd District/Co**   Product **CONGRESS 2nd DISTRIC**   Estimate #   **11825**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1---	:30	1	\$4,000.00	01	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--- 1---	1		\$4,000.00		0.00						
														Totals	54 \$22,235.00